A Process for Developing the Structure of Need-Based Web Sites: Technical Report 29

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Overview

- Presentation purpose
- Overview of the eight-step process
- Instructions for each step
- Additional resources

Purpose of Technical Report 29

- Technical Report 28 answered the questions:

  - Why use a need-based approach?

  - Is a need based approach appropriate for our organization?

- Technical Report 29 answers the question:

  - "How can we build a need-based Web site?"

Eight-Step Process Overview

- Step 1: Defining your audience

- Step 2: Defining the needs of specific audience members

- Step 3: Creating a list of your organization's resources and services

Eight-Step Process Overview

- Step 4: Defining the purpose(s) that your resources and services address
- Step 5: Matching specific audiences to resources and services via needs
- Step 6: Writing outcome statements

Eight-Step Process Overview

- Step 7: Writing audience goals
- Step 8: Composing additional features to help clients link needs with resources and services

Step 1: Defining Your Audience(s)

- Purpose:
  - In order to link resources and services to the audiences that they serve, you must first have a clear understanding of who you intend to serve

Step 1: Defining Your Audience(s)

- Questions for exploration:
  - According to the mission of you organization, who is your organization designed to serve?
  - Who most often requests resources and services or contacts your organization?
  - Who may benefit from resources and services that you offer?

Step 2: Defining Audience Needs

- Purpose:
  - Outlining and presenting needs in terms that are familiar to your audience(s) is important for encouraging them to move further into your Web site

Step 2: Defining Audience Needs

- Questions for exploration:
  - What questions do individuals typically ask when they come to your organization?
  - What is your expert opinion about the needs of your users or clients?
  - What resources or services do audience members ask for in which you reply "no, we do not offer that, but here is where you can go"? (New need or service to consider)

Step 3: Listing Your Resources and Services

- Purpose:
  - Outlining what you have available is the first step to meeting client's needs with the resources and services that you offer

Step 3: Listing Your Resources and Services

- Questions for exploration:
  - What resources and services does our organization advertise?
  - What resources and services do our audience members most frequently request?
  - What "little known" resources and services exist that need to receive greater publicity?

Step 4: Defining purpose(s) of Resources and Services

- Purpose:
  - This is the key to understanding the needs addressed by each resource or service, and therefore where it belongs on the Web site

Step 4: Defining Your Audience(s)

- Questions for exploration:
  - What is the purpose of the specific resource or service?
  - What is it designed to do?
  - Who is it designed to serve?
  - What gap does it fill in our organization?
  - How does it help our organization function efficiently?

Step 5: Matching Audiences to Resources and Services via Needs

- Purpose:
  - The foundation of the need-based process happens here
  - This linking of audiences to resources and services via needs provides for the maximum effectiveness of the need-based Web site

Step 5: Matching Audiences to Resources and Services via Needs

- Process:
  - Place results from Steps 2 and 4 next to each other
  - Make note of each time an "audience need" is the same as a "need addressed by a resource or service"
  - The result is a link between the audience and the resource or service via needs

Step 6: Writing Outcome Statements

- Purpose:
  - Outcome statements provide motivation and realistic expectations for using the resources and services that clients discover on your Web site

Step 6: Writing Outcome Statements

- Questions for exploration:
  - How can the resources or services on the next page be described?
  - How will the resources or services on the next page help users achieve goals?
  - What do the resources and services on the next page have in common?
  - What might the user achieve by using a specific resource or service?
  - What has this specific resource or service helped users to do in the past?

Step 7: Writing Audience Goals

- Purpose:
  - Audience goals are a motivational technique to allow audience members to understand the Web site's potential to meet their needs

Step 7: Writing Audience Goals

- Question for exploration:
  - What are the major themes that the outcome statements identify for this audience?

Step 8: Composing Additional Features

- Purpose:
    - Additional features facilitate the process of linking resources and services to needs by providing clients with expert advise on how to use what they have found

Step 8: Composing Additional Features

- An Example: the How-To Pop-up Window
  - Provides context sensitive help concerning the resource or service that the client has engaged
  - Key elements include:
    - Resource name
    - Audience name
    - Definition of the resource
    - Procedural steps for using the resource
    - Description of where to find additional help

For Additional Information

- View the full Technical Report 29 with worksheets for each step of the process at: http://www.career.fsu.edu/techcenter/computer_applications/internet_based_models.html

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